



Sales Hire Readiness Checklist

Answer these 12 questions before you post the job description.

Most failed sales hires aren't a people problem — they're a systems problem. Before you bring on your next rep, make sure you can honestly answer "yes" to the questions below. Every "no" is a gap that will cost you time, money, and confidence if left unaddressed.

SECTION 1 — Do you have a sales process?

- Can you describe, step by step, how a deal moves from first contact to closed contract?**
If you'd struggle to explain it to a new hire on day one, it doesn't exist yet.
- Is your sales process documented anywhere — even in a simple one-pager?**
A verbal process lives in your head, not your business.
- Do you have a clear definition of what disqualifies a prospect early?**
Knowing who NOT to pursue saves as much time as knowing who to chase.

SECTION 2 — Do you have a ramp plan?

- Do you know what your new rep should be doing in week one? Week four? Week twelve?**
Ramping without a plan is just hoping.
- Have you defined when your rep transitions from learning to carrying their own pipeline?**
This milestone needs to be set before the hire, not improvised after.
- Is there a structured onboarding plan — even a rough one — ready to go?**
Product training, sales process walkthrough, shadowing calls, first solo outreach — all of it.

SECTION 3 — Have you defined success?

- Do you know what quota or revenue target this rep is responsible for — and by when?**
A rep without a number has no compass.
- Have you set activity benchmarks for the first 90 days (calls, meetings, proposals)?**
Outcomes take time. Activity metrics tell you if someone's on track before deals close.
- Could you tell, at 60 days, whether this hire is succeeding or failing?**
If the answer is "I'm not sure," you don't have enough definition around success.

SECTION 4 — Can you support and coach them?

- Is there someone on your team — or a partner — who can coach this rep weekly?**



A rep who gets stuck with no one to ask will quietly fail before you notice.



Do you have a pipeline review process — even a short weekly check-in — planned?

Deals don't fall apart overnight. Consistent reviews catch problems early.

How to Score Your Results

10–12 Yes: You're in a strong position to hire. Make sure your ramp plan is documented and your coaching rhythm is locked in.

6–9 Yes: You're close, but there are real gaps. Address the “no” answers before hiring — or your next rep will struggle through the same holes as your last one.

Fewer than 6 Yes: You're not ready to hire yet — and that's okay. Build the foundation first. A rep hired into a broken system will fail, and you'll be back at square one.

Still have "no" answers?

Sales Homie works with founders to build the process, ramp plan, and coaching structure that makes your next hire stick. We've done this before — and we can shortcut your path forward.

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